October 2018

# MARKET BEAT

Patrick Manzi, *NADA Senior Economist*
Boyi Xu, *Economist*

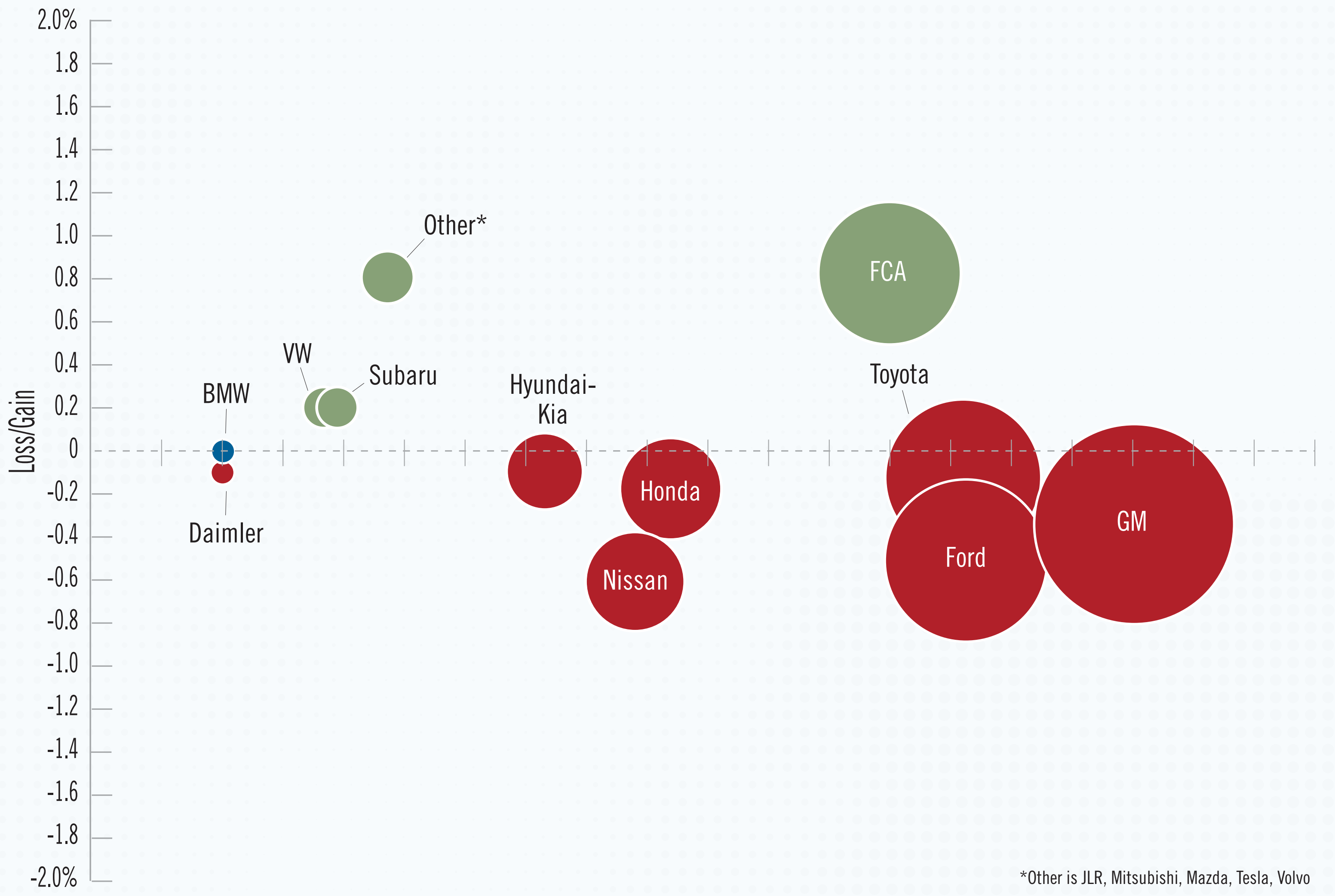
Through the first 10 months of the year, U.S. light-vehicle sales were up 0.3%. In October, the monthly SAAR was the highest of the year at 17.51 million. But compared to October 2017, sales were down 2.1%. Last October there was high demand for new vehicles following Hurricanes Harvey and Irma, along with one fewer selling day to push up the monthly SAAR. This October, profitable light-trucks continue to be hot sellers—particularly the crossover segment, which gained 3.9% of market share compared to this time last year. And EV sales reached a record 1% of all new-vehicle sales. With many new EV contenders arriving the next few years, we expect the EV segment to continue gaining market share, though at a gradual pace. Despite rising transaction prices and interest rates, light-vehicle sales have been solid through 2018, and we expect sales to top 17 million units for the fourth straight year.

## U.S. Light-Vehicle Sales

(Seasonally Adjusted at Annual Rates)

| | Oct 2018 | Y/Y Change % | Jan - Oct 2018 | YTD Change% |
|---|---|---|---|---|
| Total Car | 5.51 | -11.7% | 5.31 | -13.1% |
| Total Light Truck | 12.01 | 3.2% | 11.81 | 7.8% |
| Domestic Light Vehicle | 13.58 | -2.2% | 13.17 | -0.5% |
| Import Light Vehicle | 3.93 | -1.5% | 3.96 | 3.1% |
| Total Light Vehicle SAAR | 17.51 | -2.1% | 17.12 | 0.3% |

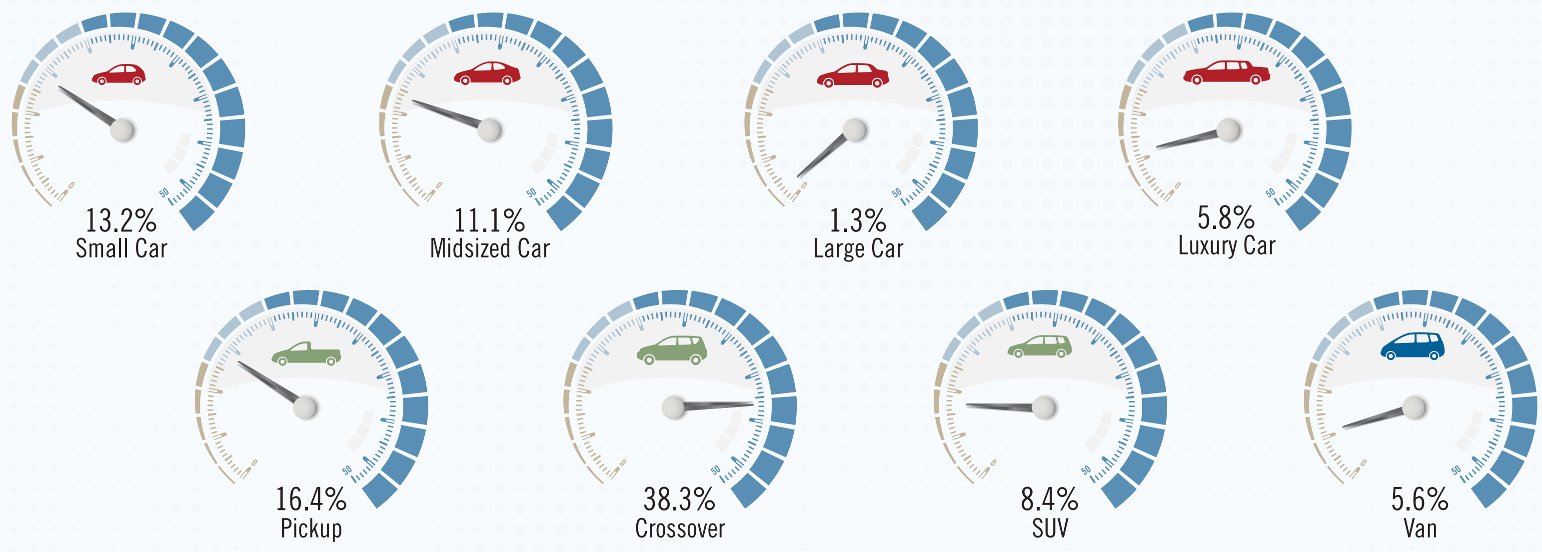
## Market Share, by manufacturer



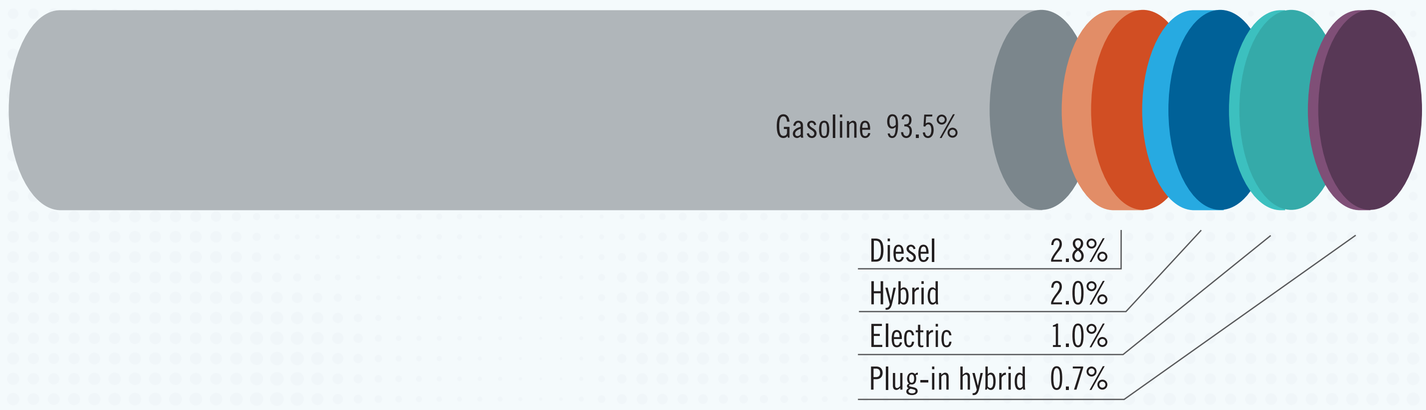

*Other is JLR, Mitsubishi, Mazda, Tesla, Volvo

Gain No change Loss
All figures are year to date / year-to-date changes.

## Market Share, by segment




## Market Share, by powertrain




NADA
NATIONAL AUTOMOBILE DEALERS ASSOCIATION
8484 Westpark Drive, Suite 500 | Tysons, VA 22102

SOURCE: WardsAuto; Autodata